



Calysto Communications Welcomes 18-Year Telecom Veteran Editor As Chief Writer

ATLANTA, January 10, 2005 – Calysto Communications, a public relations firm focused on telecommunications, networking and wireless, today announced that veteran communications industry journalist Peter Lambert has joined Calysto's staff as chief writer.

Peter adds 18 years of Internet, telecom and cable experience to Calysto's extensive industry insight. Since 1986, he has served as editor, technology reporter and analyst for a who's who of trade publications and analyst groups, including: *Broadcasting & Cable*, *Multichannel News*, *On Demand* and *Cable World*, *Interactive Week* and *tele.com*, *xchange Magazine*, *Sounding Board* and *Phone+* magazines. Most recently, he served as an analyst for *Light Reading's* market research arm Heavy Reading, where he initiated coverage of cable and operations support software (OSS) market segments.

His strategic experience includes the co-design and launch of *Cable World's* interactive services magazine *On Demand*, where he served as managing editor. Peter was also instrumental in the launch of *a-com*, a sister magazine of Virgo Publishing's *XCHANGE* and *Phone+*, where he served as group publisher.

"The addition of Peter to our team continues to strengthen our depth of expertise in the telecom industry," said, Laura Borgstede, CEO. "Writing is a core element of any successful PR program. With his strong background as a journalist and analyst, Peter knows exactly what the media wants, which in turn produces great results for our clients."

"I'm a long standing fan of Calysto's knowledgeable representation of telecom companies," Lambert said. "I enjoyed asking all the questions from the journalist 'church' and I can think of no other firm that could have enticed me out of that sanctuary and to the challenge of producing answers."

About Calysto

Founded in 1999, Calysto Communications is a full service public relations firm focused solely on the specialized needs of the telecommunications, networking, and wireless industries. Unlike general technology PR firms, Calysto leverages its deep industry knowledge and intimate relationships with market influencers to deliver Calysto clients unmatched industry mindshare, analyst coverage and media publicity. Calysto works with start-ups as well as public companies, helping them deploy new technologies, gain leadership positions and influence editorial opinion to positively affect their bottom line. For more information about Calysto Communications, please call 404-266-2060 or visit the company's web site at www.calysto.com.

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